ORDER

106970 Order / Rev: Orders 06855644 Alt Order #: BERKLEY FOR SENATE Product Desc: EstImate: 30S 09/25/12 - 10/01/12 Primary AE: Flight Dates: Amy McCreary Original Date / Rev: 09/24/12 / 10/02/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National **Shorr Johnson Magnus** Name: Agency **Buying Contact:** Billing Type: Cash Billing Calendar: Broadcast Billing Contact: 1831 Chestnut St. EOM/EOC Billing Cycle: 15% Philadelphia, PA 19103 Agency Commission: Berkley, Shelley for Senate Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500,00	\$36,975.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676,47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wake Up Early Wa	-	430a-5a	-TWT	:30	4	\$50.003	0.00 NM	4	\$200.00
	WAKE (<u>Sta</u>		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

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KSNV

Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06855644

Product Desc: BERKLEY FOR SENATE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30S

	2 09/28/12	Wake Up Early w	/ Waon@M	430a-5a	~TWT~~~	:30	4	\$50.003	0.00 NM	4	\$200.00
E 1 KSNV 09/25/1 WAKE UP	2 00/20/12	Wake Up Early V		4000-00	(#1	.00	7	Ψ00.000	0.00 14141	7	Ψ2.00.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -TWT	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
E 2 KSNV 10/01/1	2 10/01/12	Wake Up Early w Wake Up Early V		430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
WAKE UP Start Date Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
E 3 KSNV 09/25/1				5-6a	-TWTF	:30	8	\$325.001	0.00 NM	3	\$975.00
WAKE UP Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12 E 4 KSNV 09/25/1	09/30/12 12 09/28/12	-TWTF M-F 6-7a WakeU M-F 6-7a WakeU	-	\$325.00 6-7a	0.00 TWTF	:30	6	\$650.001	0.00 NM	6	\$3,900.00
WAGNERS <u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/24/12 <u>Spot</u> <u>Ch</u> <u>Date Ra</u> 1 KSNV 09/24/1 See MG 4.9	2-09/30/12 M	TWTF escription I-F 6-7a WakeUp v		\$650.00 <u>/End Time</u>		<u>Weekdays</u> -TWThF	<u>Lengt</u> :3	<u>h Rate</u> 0 (\$650.0 0)	Rtg <u>Type</u> 0.00 <i>NM</i>		
[.NOT AVA	ILABLE RAT 2-09/30/12 M	E] NOT AVAILABI I-F 6-7a WakeUp v				-TWThF	:3	0 (\$650.00)	0.00 <i>NM</i>		
[.NOT AVA	ILABLE RAT 2-09/28/12 M	E] NOT AVAILABI I-F 6-7a WakeUp v				ThF	:3	0 \$650,00) 0,00 NM		
[Revised Rate 10 KSNV 09/27/1	ate to Reinsta 2-09/28/12 M	I-F 6-7a WakeUp \	w/Wagner6-7a			ThF	:3	0 \$650.00) 0.00 NM		
E 5 KSNV 10/01/				5-6a	M	:30	2	\$450.001	0.00 NM	2	\$900.0
WAKE UP <u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 6 KSNV 10/01/		M-F 6-7a WakeU M-F 6-7a WakeU	p w/Wa@M	6-7a	М	:30	2	\$700,001	0.00 NM	2	\$1,400.0
WAGNERS Start Date Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
E 7 KSNV 09/25/	12 09/28/12		CM	658a-9am	-TWTF	- :30	6	\$850.001	0.00 NM	6	\$5,100.0
TODAY SHOW Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -TwTF~~	Spots/Week 6	<u>Rate</u> \$850.00	Rating 0.00						
E 8 KSNV 10/01/	12 10/01/12		СМ	658a-9am	M	- :30	2	\$900.001	0.00 NM	2	\$1,800.0
TODAY SHOW <u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week		<u>Rating</u> 0.00						
E 9 KSNV 09/25/	12 09/28/12	M-F Today Show M-F Today Show	II 3rd HGM	9-10a	-TWTF	- ;30	3	\$350.001	0.00 NM	3	\$1,050.0
TODAY SHOW <u>Start Date</u> Week: 09/24/12	II End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 3		Rating 0.00						
										l .	
E 12 KSNV 09/25/	12 09/28/12	Noon News Noon News	СМ	12-1230pm	-TWTF	- :30	3	\$425.001	0.00 NM	3	\$1,275.0

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Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06855644

09/25/12 - 10/01/12

Product Desc: BERKLEY FOR SENATE

Estimate:

KSNV

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E12 KSNV	09/25/1	2 09/28/12	Noon News Noon News	CM	12-1230pm	-TWTF-	- :30	3	\$425.001	0.00 NM	3	\$1,275.00
NEWS			NOOTI NEWS									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09, Spot Ch	/24/12 <u> Date Ra</u>	09/30/12 inge D	-TWTF escription		\$425.00 End Time:	0.00	Weekdays	Ler	igth Rate	Rtg Type		
		2-09/30/12 N			230pm		-TWThF		30 (\$425.00)			
	e MG 12.		E] NOT AVAILABI	FRATE								
-		2-09/28/12 N			230pm		т hF	-	:30 \$425.00	0.00 NM		
	3 for 12.1											
E 13 KSNV		ate to Reinsta		CM	12-1230pm	M	- :30	1	\$425.001	0.00 NM	1	\$425.00
E 13 KSNV	10/01/1	2 10/01/12	Noon News	Civi	12-1230pm	V	30	ı	Φ425.00 1	U.UU INIVI	1	Φ425.00
NEWS												
<u>Sta</u> Week: 10.	art Date	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$425.00	Rating 0.00						
E 21 KSNV				CM	3-4p	-TWTF-	- :30	8	\$225.003	0.00 NM	4	\$900.00
			Dr Phil		·							
DR, PH Sta	iiL art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				,		
Week: 09		09/30/12	-TWTF	4		0.00						
E 22 KSNV	09/30/1	2 09/30/12	News 3 Live in Pr	rime CM	7-10pm		s ;30	2	\$900.002	0,00 NM	2	\$1,800.00
NEWS			News 3 in Prime									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/30/12	S	2		0.00			0005.000	0.00 1114		A 450 00
E 23 KSNV	09/25/1	2 09/28/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	~TWTF- 30 PM)	→ :30	4	\$225.003	0.00 NM	2	\$450,00
NEWS			·	,	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,						
<u>Sta</u> Week: 09	art Date	End Date 09/30/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
			NEWS 3 at 4 (1		4-5pm	-TWTF-	- :30	4	\$700.001	0.00 NM	4	\$2,800.00
			4PM NEWS (1 h	•	(4:30 PM-5:0	00 PM)						. ,
NEWS	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/30/12	-TWTF-~	4		0.00						
E 25 KSNV	10/01/1	2 10/01/12	NEWS 3 at 4 (1		4-5pm	M	- :30	1	\$725.001	0.00 NM	1	\$725.00
NEWS			4PM NEWS (1 h	our)								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	M	1	\$725.00	0.00						
E 26 KSNV	09/25/	12 09/28/12	M-F Early News M-F Early News	CM	5-630p	-TWTF~	:30	5	\$1,000.001	0,00 NM	5	\$5,000.00
NEWS			W-1 Larry NOWS									
	art Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week		Rating						
Week; 09		09/30/12	M-F Early News	CM	\$1,000.00 5-630p	0,00 M	- :30	1	\$1,200.001	0.00 NM	1	\$1,200.00
		12 1010 () 12	M-F Early News	0.0.	о соор		,00		41,200.001	0.00 11	· ·	Ψ1,1230.00
NEWS		End Data	Monkdows	ContalMosk	Data	Boting						
<u>518</u> Week: 10	art <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00						
		· · · · · · · · · · · · · · · · · ·	FacetoFace/Rais	ton Rep@M	730-758pm	-TWTF-	- :30	3	\$800,001	0,00 NM	2	\$1,600.00
EVCE.	TO FACE	=	Face to Face w/	J.Ralston								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week; 09	/24/12	09/30/12	-TWTF	3		0,00						

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KSNV

Order / Rev:

106970

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06855644

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

30S

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spo	ite Poto Pri	Rtg Type	Snote	Amount
E30 KSNV 09/25/12 09/28/12	FacetoFace/Ralston Rep@M Face to Face w/ J.Ralston	730-758pm	-TWTF	 	3 \$800.001	0.00 NM	2	\$1,600.00
FACE TO FACE <u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week	<u>Rate</u> \$800.00	Rating 0.00					
	escription Start acetoFace/Ralston Report 730-	/End Time 758pm		<u>Weekdays</u> -TWThF		Rtg Type 0.00 NM		
2 KSNV 09/24/12-09/30/12 F See MG 30.4	acetoFace/Ralston Report 730-	758pm		-TWThF	- :30 (\$800.00)	0.00 <i>NM</i>		
•	E] NOT AVAILABLE RATE acetoFace/Ralston Report 730- ate]	758pm		Th	- :30 \$800.00	0.00 NM		
E31 KSNV 10/01/12 10/01/12	FacetoFace/Ralston Rep@M Face to Face w/ J.Ralston	730-758pm	M	- :30	1 \$900.001	0.00 NM	1	\$900.00
FACE TO FACE Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$900,00	Rating 0.00					
E 32 KSNV 09/29/12 09/29/12 VEGAS	Vegas Inc. CM Vegas Inc.	6:30-8pm	S	- ;30	1 \$225.002	0.00 NM	1	\$225.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week	<u>Rate</u> \$225.00	Rating 0.00					
E 33 KSNV 09/25/12 09/28/12 JEOPARDY/WHEEL	M-F Jeop/Wheel CM M-F Jeopardy/Wheel of Fortune	630-730pm e	-TWTF-	- :30	3 \$1,000.001	0.00 NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12		<u>Rate</u> \$1,000.00	Rating 0,00					
Spot Ch Date Range D 1 KSNV 09/24/12-09/30/12 N Unresolved		t <u>/End Time</u> 730pm		<u>Weekdays</u> -TWThF		Rtg Type 0.00 NM		
[.NOT AVAILABLE RAT E 35 KSNV 09/29/12 09/29/12	E] NOT AVAILABLE RATE Weekend Jeopardy/WheeM	630-730pm	S	- :30	1 \$500.001	0.00 NM	1	\$500.00
JEOPARDY/WHEEL	WKND Jeop/Wheel				. 4000.001	0.00 11111	•	ψοσσ.σσ
Start Date End Date Week: 09/24/12 09/30/12	Weekdays Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
E 41 KSNV 09/25/12 09/28/12 TONIGHT SHOW	The Tonight Show CM Tonight Show	1135p-1237a	-TWTF	- ;30	3 \$425.001	0.00 NM	3	\$1,275.00
Start Date	Weekdays Spots/Week	<u>Rate</u> \$425.00	Rating 0.00					
E 42 KSNV 10/01/12 10/01/12	The Tonight Show CM Tonight Show	1135p-1237a	M	- :30	1 \$500.001	0.00 NM	1	\$500.00
TONIGHT SHOW Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
E 43 KSNV 09/25/12 09/28/12		11 pm-1135pr		- :30	3 \$1,100.001	0.00 NM	3	\$3,300.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00					
E 44 KSNV 10/01/12 10/01/12		11 pm-1135pr		- :30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u>	<u>Rate</u> \$1,200.00	Rating 0.00					
E45 KSNV 09/29/12 09/30/12		11pm-1135pr		s :30	2 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS								

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 Order / Rev:
 106970
 Advertiser:
 Berkley, Shelley for Senate

 Alt Order #:
 06855644
 Product Desc:
 BERKLEY FOR SENATE
 KSNV

 Flight Dates:
 09/25/12 - 10/01/12
 Estimate:
 30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rto	g Type Spots Amount
E 45 KSNV 09/29/12 09/30/12 Sa-Su News 3 at ElevenCM 11pm-1135pmSS :30 2 \$1,100.001 0.	00 NM 1 \$1,100.00
Sa-Su News 3 at Eleven	
NEWS	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 09/24/12 09/30/12SS 2 \$1,100.00 0.00	
<u>Spot Ch Date Range Description</u> <u>Start/End Time</u> <u>Weekdays Length</u> <u>Rate Rtg</u>	<u>Type</u>
2 KSNV 09/24/12-09/30/12 Sa-Su News 3 at Eleven 11pm-1135pmSaSu :30(\$1,100.00) 0,0	DO NM OO
Unresolved	
[NOT AVAILABLE RATE] NOT AVAILABLE RATE	
E 46 KSNV 09/30/12 09/30/12 News 3 Sunrise - SUND&M 6a-7aS :30 1 \$325.001 0.	.00 NM 1 \$325.00
News 3 Sunrise SUNDAY	· · · · · · · · · · · · · · · · · · ·
NEWS	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 09/24/12 09/30/12S 1 \$325.00 0.00	
E 47 KSNV 09/30/12 09/30/12 Sunday Today CM 7a-8amS :30 1 \$625.001 0.	.00 NM 1 \$625.00
Sunday Today	,
SUN TODAY	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 09/24/12 09/30/12S 1 \$625,00 0.00	
Tota	als 70 \$43,500.00